

Guide to Business Development & Marketing Resources



INTERNATIONAL ECONOMIC
DEVELOPMENT COUNCIL



Accredited Economic Development Organization



Our mission is to stimulate and sustain a vibrant regional economy by facilitating economic growth and prosperity.

Core Values

LEADERSHIP

Consistently lead economic development efforts across the region, leveraging its staff, resources and partners to spearhead major project efforts, secure collaborative support for key initiatives and deliver measurable value to its constituents.



EXPERTISE

Regionally recognized and respected for its economic development expertise, its track record of delivering tangible results and its highly capable, credible staff.



FOCUS

Maximize its positive impact on the region by remaining clearly and consistently focused on its core economic development mission, and by relentlessly pursuing its carefully crafted, publicly stated agenda.



INTEGRITY

Consistently earn the respect and trust of its clients, partners and peers by acting with honesty, integrity and professionalism in all business dealings.



Message From Our CEO, Amy Clickner, CEcD, CFRM

The Lake Superior Community Partnership was established in 1998 to bring a collaborative approach to the economic development of Marquette County. Since that time, the LSCP has collaborated, strategized and advocated for the greater good. Accreditations by staff members include two (2) Certified Economic Developers (CEcD), a Fundraising Certification, a Certified Economic Gardener, Certified EMSI Specialists and a Certified Global Business Professional (CGBP). The organization is also an Accredited Economic Development Organization (AEDO) by the International Economic Development Council (IEDC). I am extremely proud of our experienced staff and know they have the expertise to help your business succeed.

We are pleased to present this booklet of business services. We hope you'll refer to it and remember us as a resource for your business or organization as it grows and evolves. The key services crafted and developed for our partners are designed to support and ensure success today and into the future. If you need assistance with something that you don't see listed, please contact us and let us know. We will do everything we can to ensure your business thrives for years to come.

Thank you! Your participation in the Lake Superior Community Partnership will help focus efforts on the creation of jobs across Marquette County.



Amy Clickner, CEcD, CFRM
Chief Executive Officer



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"The Lake Superior Community Partnership is a fantastic resource. For no charge, they will do a detailed analysis of a proposed business plan regarding customer base, demand for services, traffic etc. They are very good at this and were a big help to me at Cognition. You can stop in or contact them by phone or email. They are anxious to provide their expertise. Did I mention "at no charge"?"

*- Jay Clancey
Owner of Cognition Brewery
Ishpeming, MI*



Entrepreneurial Launch and Expansion

The LSCP economic development team can guide you through the process and provide you with the appropriate resources and tools to assist you as you explore your options for start up, acquisition or expansion of your business.

Site Location

The LSCP economic development team can provide you with data and information to assist you in making informed site selection decisions. Specific site information, site visits, research and economic data-tailored to your needs are all available.

ZoomProspector is an online GIS-enhanced mapping technology that speeds up and simplifies the process of site selection analysis. Through deep analysis of demographic, business, transportation and property data, it allows you to quickly make an informed decision about the optimal location for your business.

Site Consultant/Developer Relations

Access to demographics, community information and potential sites and buildings can make all the difference when deciding to invest in a

new project. Data can be accessed on the LSCP website (www.marquette.org) and the LSCP team stands ready to answer questions about the economic status of the region, meet with site consultants/developers, provide important contacts within the community and coordinate tours of potential sites.

Retention Program and Referrals

The LSCP Business Development Team is available to meet and discuss your business needs as you face the challenges and opportunities in the business life-cycle, connecting you to the appropriate tools. Guidance and resources are available to assist you in retention, expansion, attraction and start-up activities.

The LSCP and the Economic Development Corporation (EDC) of the County of Marquette, through its revolving loan fund have teamed up to support the creation of 321 jobs, retention of 99 jobs and had an impact on 5,890 jobs in 2014.

Entrepreneurial Opportunities

Looking to buy an existing business? Interested in educational opportunities to support your entrepreneurial efforts? The LSCP business development team can provide you with information on business opportunities that suit your requirements and opportunities to expand your entrepreneurial skills.

The LSCP works with the Economic Development Corporation, the Michigan Small Business Development Center, Michigan Economic Development Corporation, Michigan Works!, Northern Initiatives and area financial institutions to assist start-up and expanding businesses.

Financing

The Economic Development Corporation of the County of Marquette maintains a pool of revolving loan funds to assist businesses with job creation and retention. To receive an application, visit www.marquette.org. There are no application fees; minimal costs may be incurred for approved loans.

State and Federal Incentive Support Information

The LSCP team provides information on appropriate incentive programs to support development efforts. Facilitated meetings can be arranged with program partners at the local, state and federal level to coordinate a smooth process and access the tools necessary to meet development goals.

Grant Writing/Research

The LSCP includes grant writing and research for our government partners with full service annual investment. Research and grant writing services can also be contracted on a hourly fee basis for organizations throughout the county.

Support Letters

LSCP letters of support lend a community perspective to appropriate grant requests and policy issues.

Convener/Facilitator

The LSCP has a long history of convening and facilitating community and economic development discussions. Our partner network assures the ability to engage appropriate stakeholders to meet individual needs.

Economic Modeling & Industry Research

Economic modeling & industry research provides a strategic and competitive advantage in serving the needs and questions of business, educators and workforce professionals. With a mixture of industry/occupation data, financial statistics and benchmarks, impact assessments and economic base analysis. Partners can do such things as create revitalization plans for beleaguered communities, parlay the loss of jobs into successful business recruitment and identify their area's most competitive and basic industries.



Size Up

SizeUp is a business intelligence website that helps businesses become smarter, more profitable, and more competitive. It enables business owners to benchmark themselves against competitors, find the best places to advertise, and map their competitors, customers, and suppliers.

If you are an LSCP partner at the Partner Level or higher, you should have received your log in information. If you would like more information on moving to this tier or need your login information, contact our office.



Government Relations

The LSCP serves as the “eyes and ears” for the business community and local government. Lending a voice to its constituents locally, in Lansing and Washington D.C. is a priority for the organization.

Between the Marquette County Ambassadors, an arm of the LSCP, the Northern Michigan Chamber Alliance and our Government Relations Task Force, our goals are to:

- Produce an annual legislative agenda
- Take the lead role as an advocate for rural policy development
- Be a strong advocate for public/private solutions
- Seek broad input from partners on advocacy issues
- Serve as an advocate for business partners
- Stay aware of local, state and national issues affecting businesses

Plus One

Plus One is a program designed around the premise that an employer adding a single employee contributes to economic development in Marquette County.



At the LSCP, we realize that small businesses are the key to our economic future. Not only do we want to support growth, but we want to recognize those that do grow, and we do so with a ceremony during our annual Board of Directors meeting. Let us know when you add a new position. Email us at lscp@marquette.org

Chairman's Circle

The LSCP's Chairman's Circle provides an opportunity to join other visionary leaders by making additional investments in economic development in Marquette County.



As a member of the Chairman's Circle you demonstrate your commitment to Marquette County and the progress it continues to make through the support and dedication of its private-public partnership. Exclusive benefits and discounts are available to you through this elite group accessible only to LSCP partners. Your investment is tax deductible and will be applied to the LSCP Foundation, a 501(c)3 corporation.

Talent Enhancement & Workforce Development



Lake Superior Leadership Academy

Started in 1999, this county-wide program was created to expand the knowledge base and business network of our area's future leaders. The Academy begins in September with an overnight retreat followed by nine full day sessions once per month. Each session focuses on a particular aspect of our area, including arts & culture, government, health & human services, regional economy, justice, leadership development, media and education. Participants are exposed to the changes that face our area as well as the wealth of resources that exist for its citizens. The result is a pool of well-informed potential leaders that have a good understanding of how our county works.

Midwest Skills Development Center

The Midwest Skills Development Center (MSDC) was established to meet current and future workforce needs in the Upper Peninsula.

The Electrical Line Technician Program operates at the center. In partnership with Northern Michigan University, students are trained to install, maintain and operate electrical systems to supply electric energy to residential, commercial and industrial customers, as well as joint gas and electric underground generation facilities. The first class graduated in 2004 and graduates to date have an approximately 80% job placement rate.



Career Technical Education

CTE programs equip students with technical and life skills in areas ranging from cosmetology to finance.

The programs are academically aligned with college courses and students are eligible to receive college credit if they do well in their high school class. In 2014 11 students enrolled in the 1st cohort. These students will earn a high school diploma and certificate with the potential to obtain an associate's degree at no cost to them or their families.



Job of the Week

Each week the LSCP features an open position on our social media pages in order to assist partner businesses with finding talent. Contact our office if you have an open job that you need help filling.

Job Listing

Have a job opening? Contact our office for assistance listing your position on Pure Michigan Talent Connect (www.mitalent.org), Michigan's online marketplace connecting Michigan's job seekers and employers.

Career Jump Start

The Career Jump Start program connects you with training programs that lead toward high-demand careers that require shorter-term credentials such as associates degrees, apprenticeships and certifications. Contact our Career Liaison to connect you with career events, expos or hiring events, career development information sessions/activities, training workshops, plant tours and MAT² (Michigan Technical Trades Program).



Lake Superior Partners in Education

The LSPE works on business/education partnerships and plans the annual "Pathways to Your Future" career day for high school students at Northern Michigan University.



Networking & Business Promotion



Business After Hours

Business After Hours is a casual networking opportunity that's held at



some of Marquette County's most interesting locations. Inexpensive and informal, these early evening events are ideal for meeting fellow professionals face-to-face and establishing long-lasting business relationships.



Guests are eligible to win fabulous prizes and be treated to beverages and hors d'oeuvres. This is a great way for area business people to network, socialize and to meet the sponsor in a casual, yet festive atmosphere. Business people are encouraged to attend and be prepared with a number of their business cards to pass.

Each event has an average attendance of 100 guests. These events take place at least once per month from 5 to 7 p.m. A schedule of events can be found on the Lake Superior Community Partnership's website www.marquette.org.



Annual Dinner

The LSCP holds a dinner annually in the spring. The event always follows a theme. Past themes include: Come Sail Away, Mardi Gras, Rolling out the Red Carpet and The Great '80s. The dinner features a silent auction, raffles, drinks, fabulous food, Distinguished Service Award presentations and plenty of fun and networking for everyone!



Sponsorships are available so don't miss your chance to advertise your business at the LSCP's premier event of the year which serves as the main fundraiser for economic development.

Golf Outing

Sign yourself or a team up for the annual LSCP Golf Outing. This scramble-style tournament provides fun for all and features driving and putting contests, hole-in-one prizes, a poker run, lunch and more!

Not a golfer? Not a problem! We have many sponsorship and volunteer opportunities available, so if you want to mix and mingle with players and volunteers, contact our office to sign up. You will meet other LSCP partners while helping with registration or manning a hole.



Committee Participation

Why not build working relationships with other volunteers while also helping the LSCP accomplish its strategic initiatives to enhance our region's business environment? Participation on a LSCP committee is great exposure for a small business. Committee involvement allows you to network, be recognized at events, learn of sponsorship and business/project exposure opportunities first and develop leadership skills. Meeting dates/times vary. For a list of committees and boards, please visit www.marquette.org.

Workshops & Investor Briefings

Partners and community members are invited to luncheons, workshops and webinars. Topics vary and focus on an important economic and business development issue that impact the Marquette County community or educate partners on subjects key to their business.

Investor Briefings are also held periodically to provide an update to partners about current happenings at the Partnership. The event also serves as a networking opportunity.

Dates for upcoming events, workshops and briefings are posted on the LSCP website.

Partner Celebrations

Increase the awareness of your special event by letting the LSCP help get the word out. The LSCP will promote your business' open house, news conference, event kick-off or special presentation on the community calendar, via press release or purchase an email blast and reach an audience of over 2,500!



Ribbon Cuttings/First Dollar/Ground Breaking Ceremonies

The LSCP will coordinate the ceremony and media support for your grand opening, relocation, anniversary, new ownership or new services. The LSCP takes care of the invites to the Marquette County Ambassadors, local officials and media, brings the scissors (shovel or First Dollar certificate) and camera, takes a picture at the event, writes the press release and distributes to area media, social media and website.

40 Below: Marquette County Young Professionals

40 Below: Marquette County Young Professionals was created in collaboration with LSCP and is a professional development organization designed to engage and introduce young professionals under the age of 40 to the county's business community and help them expand their networking opportunities. Visit 40belowmqt.org for info on joining and upcoming events.



Key to the County

The Key to the County program provides incentives for LSCP partner businesses and employees to do business within the community. The “Key to the County” program presents the perfect opportunity for area businesses to show their appreciation to local shoppers, offering discounts and service opportunities. In turn, the key holder shows their appreciation to the business by taking advantage of the partner incentives resulting in two happy parties. It’s a win-win situation!



One of the best benefits of the “Key to the County” program is the incentive the program creates to shop locally and keep Marquette County dollars in Marquette County. We encourage business owners to give keys to all their employees as a no-cost employee benefit, expanding the reach of the “Key to the County” benefits. You don’t have to provide a benefit to use your “Key” but we highly encourage it. By offering a “Key to the County” benefit you will increase the walk in traffic to your business. Call the LSCP for a list of ideas, to be added to the list of participating partners or for additional keys to give to new employees.

Pure Michigan Business Connect

PMBC is an initiative developed by the MEDC connecting buyers to suppliers of Michigan goods and services. The LSCP can assist companies to access this Business to Business network and introduce opportunities to expand their supply chain within Marquette County and throughout the state of Michigan.



Lunch and Learn

Are you an expert on a specific topic that is important to the business community? Let the LSCP assist you in hosting a lunch and learn or workshop! We will work with you to promote the event and handle the registration process. The host business is responsible for the meeting space, any refreshments and the presentation. Contact our office for more information.

Business Marketing & Advertising

Website Listing

Anyone, at any time, can access your business online at www.marquette.org by visiting our online business directory. As a partner, your business can be searched by business name or category.

Upgrade your listing with our new enhanced features:

- Add your business logo
- Attach a Google map with your location pinpointed
- Add social media links
- Add photos and videos



The screenshot displays the website for the Lake Superior Community Partnership (LSCP). At the top, there is a green navigation bar with tabs for "About", "Site Selection", "Business Resources", "Participate", "Live & Work", and "Contact". The LSCP logo is centered in the top bar. Below the navigation bar, the page title "Lake Superior Community Partnership" is displayed, along with a "Share:" button and social media icons for YouTube, Facebook, Twitter, LinkedIn, and Pinterest. A secondary navigation bar includes "About", "Media", and "Map". The "Media" section is active, showing a video player titled "The LSCP Evolution" with a play button in the center. To the left of the video player, there is a sidebar with the LSCP logo, a "VISIT WEBSITE" button, a "REQUEST INFO" button, and contact information: "301 S Front Street, Marquette, MI 49855", "(888) 578-6489", and "(906) 226-2099 (Fax)". Below the contact info are social media icons for LinkedIn, Facebook, Twitter, and Instagram. At the bottom of the sidebar, the hours are listed as "Monday - Friday, 8 a.m. - 5 p.m."

Social Media

The LSCP gets connected! Subscribe to our blog and social media profiles on Facebook, LinkedIn, Twitter and Instagram for the latest news and views from the LSCP.

Email Blast Service

Email Blasts are one of the most popular benefits and a great way to advertise an event, promotion or even job opening within your company. Email blasts are a quick and easy way to reach over 2,500 people.

Referrals

The LSCP refers inquiries to your business every time they ask for your category! The office receives many phone calls, emails and drop-ins and we always refer to our partners.

Display Advertising

Visitors enter our office daily to inquire about businesses, the community, relocation and much more. Display your brochure, business card or event poster in our lobby. It is a quick and easy way for our staff to refer potential customers to your business.



Promotional Publications

LSCP produces publications, such as the Marquette County map and Marquette County Vision magazine, that give you a sponsorship opportunity to gain unique exposure and reach targeted audiences. Our Marquette County map is the only county map published in the area and is distributed to 15,000 people. The Marquette County Vision magazine is the economic development publication for the area, and is distributed to 7,000 visitors, prospective residents and businesses annually.

Mailing Labels

Communicate directly with Marquette County partners about your business by ordering Partnership mailing labels for your next direct mail campaign. You will receive sheets of pre-printed address labels with all of our partners listed. All that will be left for you to do is peel and stick!

Fall Fest at NMU

Fall Fest is coordinated by the LSCP and the NMU Center for Student Enrichment. It is held on the campus of NMU every year on the first day of classes. It is a great opportunity for businesses to showcase their products and/or services to students and faculty.



Notary Public

Do you have a document that needs to be notarized? Stop by our office, we have a notary public on staff! A notary public witnesses the signing of documents and asks each party for a sworn oath of authenticity. A notary (or a notary public) is a person legally authorized by a state to administer oaths, take acknowledgments and certify documents.

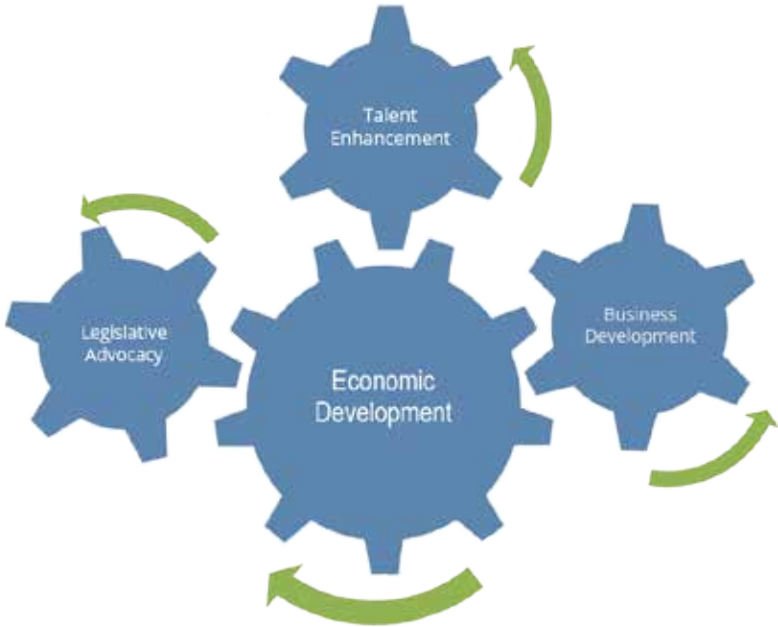
Proud to be a Partner Logo

Once you become a partner, you will be given a Proud to be a Partner logo (and window cling) for you to use on your website, letterhead, posters, emails, window, etc. to show the community that you are a proud partner of the LSCP.



"The LSCP has been a valuable resource for me. They have helped put my name in multiple media sources, allowing for name recognition and customer connections that I am not capable of creating. They readily answer my questions and provide assistance whenever I reach out. I truly feel they want me to succeed and are a support system I can depend on."

- Carol Hultquist - Owner of Natural Organizing



“LSCP has always had their doors open to me and were always able and willing to answer all of my many questions when starting up my business. They helped me set up all of my business tax identifications, and have given me numerous tips and suggestions. I would not be where I am now without their help and support.”

- Janice Chittle, Owner of Panache Events: Decor, Boutique



“We support the LSCP because they are the main advocate for all of Marquette County for Economic Development, large or small. They work with all entities throughout the county to build solid relationships that matter when opportunities for new businesses come our way and also to work with existing ones as they look to grow and expand. We think the county residents benefit from the LSCP and Marquette County and all municipals should support the LSCP financially as we all get the benefits.”

- Keith Moyle - UPPCO Chief Operating Officer

Check us out on social media!



Contact the
Lake Superior Community Partnership
www.marquette.org

Phone: 906.226.6591
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Email: lscp@marquette.org

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